



PAYING FOR THE PHONE TO RING.

Google & Facebook ads in plain English — what they do, what they cost, and when they're worth it.

The one-sentence version: Google catches people who need you today. Facebook reminds people who'll need you eventually. Your map listing and website are the long game — free calls that take months to build. Ads are the short game: the phone can ring this week, but it stops the day you stop paying.

GOOGLE — PEOPLE ALREADY LOOKING FOR YOU

1. "Google Guaranteed" listings — the best deal in town for trades. Top of the page, green checkmark, and you pay **per phone call, not per click**. Nobody calls, you pay nothing; spam calls get refunded. Google verifies your license and insurance first — that's why customers trust the checkmark.

2. Regular search ads. You pick the searches — "water heater replacement," "furnace not working" — and pay per click. More setup, but you aim at exactly the jobs you want more of.

3. Follow-around ads. Someone visits your site and doesn't call; your ad follows them for a couple weeks. Costs almost nothing, and most people don't call the first business they look at.

FACEBOOK & INSTAGRAM — PEOPLE WHO AREN'T SEARCHING YET

Be the name they already know. Your ads show only to homeowners in the towns you serve — so when the water heater dies eight months from now, you're the company they've been seeing. If your work photographs well (remodels, decks, countertops), a before-and-after of a real local job beats any slogan. Facebook can hand you a caller's name and number in two taps — cheaper leads than Google, but softer: interested, not searching.

WHAT IT ACTUALLY COSTS

What you're buying	Typical cost
A Google click (trades work)	\$10-50
A Google Guaranteed phone call	\$25-100
A Facebook lead	\$10-40
Realistic starting budget, one platform	\$500-1,500/mo

The math that matters: if the average job is worth \$400 and a lead costs \$50, **one job out of every eight leads breaks even** — and most trades close far better than that from Google, because those people already had the problem when they called.

STRAIGHT TALK

- ✓ **Ads are a faucet, not a well.** On, calls come; off, calls stop. Good for slow seasons — not a substitute for reviews and reputation.
- ✓ **Judge at 90 days, not 2 weeks.** The first month is tuning — learning which searches and towns bring jobs instead of tire-kickers.
- ✓ **Plain numbers every month:** spend, leads, and cost per lead. If the math doesn't work after a fair test, I'll tell you to turn it off.
- ✓ **Foundation first.** If the site or reviews are rough, ads just show more people the problem.

One extra job a month beyond what the ads cost — that's the whole bet.